



# Easy Street Cannabis Company

Working with Your Community

## Abstract

This document serves to introduce Easy Street Cannabis Company to civic leaders and explain how Easy Street will work within your community.

## ESCC, Inc.

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## Introduction

### The Massachusetts Recreational Cannabis Market

Based on the experience of other states which have recently legalized cannabis, current estimates indicate that the adult use market in Massachusetts will surpass \$1 billion in retail sales in the first 12 months of operation. By the same model, as many as 450 retail locations may be needed in Massachusetts to satisfy that demand, making the sale of recreational marijuana to adults an industry that could potentially revitalize communities with a wide spectrum of skilled jobs and improvement in demand for small square footage retail space. Put briefly, it will be robust trade where communities can prosper by implementing the laws through partnership with the right companies.

### Easy Street Cannabis Company

ESCC, Inc. is doing business as Easy Street Cannabis Company. It is a Massachusetts-based enterprise that is currently funded through investments by its two founders. Both Matt Greer and Jim Healy anticipate funding the operation through the license application process. Upon receipt of a cannabis processing license from the state we are likely to raise outside capital including capital from local sources in the municipality in which we locate.

### Executive Bios

#### Matt Greer

Matt Greer was born and raised in New England and calls Boston his home, where he has lived for the past 22 years. Early in his career, Mr. Greer founded several technology and digital ventures. During that time he expanded to investments in the US equities markets and real estate investments in the Boston metropolitan area. He is the founder of Alpine Business Ventures, an investor in ESCC. Mr. Greer graduated from Lafayette College with a Bachelors Degree in Economics and Business. He is a Member of the Board of Directors of Commerce Register, Inc. He has done community volunteer work at Kingston House, St. Francis House, Dana Farber Cancer Institute, and Cradles to Crayons.

#### Jim Healy

Jim Healy is a Massachusetts native. He was a co-founder of Global Forest Partners, a private equity firm focused on international timber investments managing over \$3 billion in institutional capital, where he served as Chief Financial Officer and Director of Strategic Planning for over a decade. He is the founder of LiveWater Capital, an investor in ESCC. Mr. Healy graduated from Georgetown University with a degree in finance and holds an MBA from the University of California, Los Angeles. In his free time he coaches youth lacrosse and serves on the finance committee of the Montshire Museum of Science in Norwich, Vermont.



## Working with Your Community

By partnering with Easy Street, your community will directly benefit through annual donations to selected local causes, as well as through a host community benefit agreement.

## Easy Street Cannabis Operations

Easy Street will be applying for a cannabis-processing license. We do not anticipate applying for either cultivation or retail licenses at this time. We believe that our processing business model will operate quietly in your community. Only ESCC employees will be working in the facility. We will not have retail traffic and will not locate in highly visible or sensitive areas. We anticipate that any signage will be discreet and indistinguishable from any other light manufacturing business.

The evolution of the current marketplace is moving away from unprocessed products to more consumer friendly packaged forms. These would include areas like prerolled marijuana cigarettes, as well as products that use extracts from the cannabis plant.

Our facility would contain custom built equipment for pre-rolled marijuana cigarettes and packaging for the wholesale marketplace. We will also have equipment for testing to ensure clean, uncontaminated, and verified quality product.

## Testing of Flower

Easy Street will test all incoming plant material for cannabinoid (THC-A, CBD) levels, as well as pesticides or any other contaminants that may have been introduced in the cultivation process. Stringent testing will ensure the highest quality and safest products to come from our processing facility.

## Cigarette Manufacturing

Easy Street will grind the flower and roll marijuana cigarettes in preparation for packaging.

## Cigarette Packaging

Easy Street will package rolled marijuana cigarettes and ensure proper sealing and labeling of packages. Easy Street is currently in partnership talks with Cambridge Offset Press, a woman owned business located on Creighton Street in Cambridge, to assist in our printing and packaging needs.

## Distribution

Easy Street will use unmarked commercial vans to deliver packaged product only to licensed retail outlets throughout the state.

## Processing Facility

Our processing facility will occupy a light industrial space under the name of ESCC, Inc., the parent company of Easy Street Cannabis. There will be limited signage and no indication from the outside of the facility that we are processing marijuana products for the adult-use marijuana marketplace. Our facility will be secured through the use of on-site cameras and motion detection equipment and will not be open to the public at any time, other than for safety and regulatory inspection as required by state and local statute.

## ESCC in Your Community

### Letter of Support

We are currently meeting with interested cities and towns in the Commonwealth to request a letter of support for our operation which we anticipate including in the state application process, when implemented in 2018.

### Community Host Benefit Agreement

We are open to discussing terms for an agreement, which provides for generous community benefits and ability for ESCC to grow over the long term.

### Safety

ESCC is strongly committed to keeping all cannabis products out of the hands of minors through diversion mitigation. We intend to supply only those licensed retail outlets that abide by similar policies. Our facilities and employees will be monitored with a security camera and recording system to ensure inventory control. All incoming shipments and inventory for sale will be tracked and stored in locked areas to prevent unauthorized diversion.

### Employment Opportunities

ESCC will initially be hiring direct employees to meet our needs in manufacturing operations, shipping, receiving and security. We will strive to achieve a diverse workforce representative of the community in which we locate.

We will be contracting with local vendors to supply additional professional services in accounting, legal, insurance, information technology and other general business services. We anticipate working with locally owned and operated vendor partners, particularly women and minority owned businesses.

### Community Donations

Easy Street welcomes the opportunity to donate to local community charities as outlined in any HBA that we enter into.